

Mission: 403 Rome

Market: 237 Italy

Key Sub-Sector: Fish, Shellfish and Other Products

<u>Specific Product Opportunities</u>	<u>Current Imports (mt)</u>
Cod, non-dried, salted or in brine	10,749
Cod, dried and salted (klippfish)	4,810
Cod, salted fillets	4,458
Cod, dried, non-salted (stockfish)	3,735

General Comments:

Italian importing firms may purchase directly from abroad or through specialized agents. However, many companies are familiar with Canadian products as their representatives travel to Canada regularly, and are thus generally acquainted with the Canadian grading system and terminology. Contracting is usually done in late spring/early summer for shipment in autumn, and payment is normally effected by letter of credit.

Cod:

With almost no local production, the Italian saltfish market is dominated by imports, which in 1989 amounted to a total of around 40,000 mt. The major portion of this consisted of codfish, amounting to a total of 23,752 mt. The only other important saltfish product imported is salted anchovies, which amounted to 10,000 mt, primarily from Spain. Salted cod consumption is well established in Italy and has been relatively stable for many years. The major traditional suppliers to the Italian market have been Norway, Iceland, Faroes Islands, Spain, Denmark and Canada. The essential quality considerations for the Italian market are: consistent fish size, smoothness of split, consistent moisture content, firmness and whiteness of flesh, and absence of blood spots, parasites etc. As consumption is generally stable or in a slight decline, quality considerations are essential in maintaining or increasing sales in this market.

The normal rate of duty on salted split codfish imported from non-EEC countries currently amounts to 13 percent, and the duty on salted codfish fillets is 20 percent. However, the EEC currently grants a duty exemption for certain cod species within the limits of a global annual tariff quota of 25,000 mt.